

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method of content level filtering and distribution of digital content in a content distribution system comprising:

obtaining, by a content provider in the content distribution system, the digital content and a mask for obfuscating a selected portion of the digital content;

determining, by a content provider in the content distribution system, if a receiver of the digital content is trusted;

sending the digital content to the receiver for subsequent rendering when the receiver is trusted; and

applying the mask to the digital content to generate content after mask applied data by the content provider prior to distributing the content after mask applied data to the receiver, and sending the content after mask applied data to the receiver for subsequent rendering of the content after mask applied data when the receiver is not trusted.

2. (Original) The method of claim 1, wherein the digital content comprises video data and the mask comprises a replacement two dimensional region for a selected portion of one or more frames of video data.

3. (Original) The method of claim 1, wherein the digital content comprises audio data and the mask comprises a replacement audio clip for a selected portion of the digital content.

4. (Original) The method of claim 1, wherein the digital content comprises three dimensional volume data and the mask comprises a replacement three dimensional region for a selected portion of the digital content.

5. (Original) The method of claim 1, wherein application of the mask results in replacement of a selected portion of the digital content with a replacement creative component.

6. (Original) A method of content level filtering and distribution of digital content in a content distribution system comprising:

- obtaining the digital content and a mask for obfuscating a selected portion of the digital content;

- determining if a channel for distributing the content is trusted;

- when the channel is not trusted, performing the following:

- applying the mask to the digital content to generate content after mask applied data and masked content;

- encrypting the masked content;

- determining if a receiver of the digital content is trusted;

- sending the content after mask applied data and the encrypted masked content to a receiver, decrypting the masked content, and reversing masking to reproduce original content for subsequent rendering when the receiver is trusted; and

- sending the content after mask applied data to the receiver for subsequent rendering of the content after mask applied data when the receiver is not trusted.

7. (Original) The method of claim 6, further comprising:

- when the channel is trusted, performing the following:

- determining if a receiver of the digital content is trusted;

- sending the digital content to the receiver for subsequent rendering

- when the receiver is trusted; and

- applying the mask to the digital content to generate content after mask applied data and sending the content after mask applied data to the receiver for subsequent rendering of the content after mask applied data when the receiver is not trusted.

8. (Original) The method of claim 6, wherein the digital content comprises video data and the mask comprises a replacement two dimensional region for a selected portion of one or more frames of video data.

9. (Original) The method of claim 6, wherein the digital content comprises audio data and the mask comprises a replacement audio clip for a selected portion of the digital content.

10. (Original) The method of claim 6, wherein the digital content comprises three dimensional volume data and the mask comprises a replacement three dimensional region for a selected portion of the digital content.

11. (Original) The method of claim 6, wherein application of the mask results in replacement of a selected portion of the digital content with a replacement creative component.

12. (Currently Amended) An article comprising: a storage medium having a plurality of machine readable instructions, wherein when the instructions are executed by a processor, the instructions provide content level filtering and distribution of digital content in a content distribution system by:

obtaining, by a content provider in the content distribution system, the digital content and a mask for obfuscating a selected portion of the digital content;

determining, by a content provider in the content distribution system, if a receiver of the digital content is trusted;

sending the digital content to the receiver for subsequent rendering when the receiver is trusted; and

applying the mask to the digital content to generate content after mask applied data by the content provider prior to distributing the content after mask applied data to the receiver, and sending the content after mask applied data to the

receiver for subsequent rendering of the content after mask applied data when the receiver is not trusted.

13. (Original) The article of claim 12, wherein the digital content comprises video data and the mask comprises a replacement two dimensional region for a selected portion of one or more frames of video data.

14. (Original) The article of claim 12, wherein the digital content comprises audio data and the mask comprises a replacement audio clip for a selected portion of the digital content.

15. (Original) The article of claim 12, wherein the digital content comprises three dimensional volume data and the mask comprises a replacement three dimensional region for a selected portion of the digital content.

16. (Original) The article of claim 12, wherein application of the mask results in replacement of a selected portion of the digital content with a replacement creative component.

17. (Original) An article comprising: a storage medium having a plurality of machine readable instructions, wherein when the instructions are executed by a processor, the instructions provide content level filtering and distribution of digital content in a content distribution system by:

- obtaining the digital content and a mask for obfuscating a selected portion of the digital content;

- determining if a channel for distributing the content is trusted;

- when the channel is not trusted, performing the following:

- applying the mask to the digital content to generate content after mask applied data and masked content;

- encrypting the masked content;

- determining if a receiver of the digital content is trusted;

sending the content after mask applied data and the encrypted masked content to a receiver, decrypting the masked content, and reversing masking to reproduce original content for subsequent rendering when the receiver is trusted; and

sending the content after mask applied data to the receiver for subsequent rendering of the content after mask applied data when the receiver is not trusted.

18. (Original) The article of claim 17, further comprising instructions for: when the channel is trusted, performing the following:

determining if a receiver of the digital content is trusted;

sending the digital content to the receiver for subsequent rendering when the receiver is trusted; and

applying the mask to the digital content to generate content after mask applied data and sending the content after mask applied data to the receiver for subsequent rendering of the content after mask applied data when the receiver is not trusted.

19. (Original) The article of claim 17, wherein the digital content comprises video data and the mask comprises a replacement two dimensional region for a selected portion of one or more frames of video data.

20. (Original) The article of claim 17, wherein the digital content comprises audio data and the mask comprises a replacement audio clip for a selected portion of the digital content.

21. (Original) The article of claim 17, wherein the digital content comprises three dimensional volume data and the mask comprises a replacement three dimensional region for a selected portion of the digital content.

22. (Original) The article of claim 17, wherein application of the mask results in replacement of a selected portion of the digital content with a replacement creative component.

23. (Currently Amended) A system providing content level filtering and distribution of digital content comprising:

a content provider including

a content censor to identify regions of content to obfuscate; and

a mask generator to accept the content and regions and produce a mask to apply to the content to obfuscate the identified regions; wherein the mask generator links the content with the regions, generates a mask, applies the mask to the content to produce content after mask applied data and masked content, and encrypts the masked content, and
a distributor to transmit the content after mask applied data to a receiver.

24. (Cancelled)

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Currently Amended) The system of claim 23~~27~~, wherein the receiver comprises a decryptor to decrypt the encrypted masked content and a de-masker to reverse masking of the content after mask applied data to reproduce original content for rendering by the receiver.

30. (Cancelled)

31. (Cancelled)

32. (Original) A method of distributing digital content in a hierarchical content distribution system comprising:

determining security of a transmission channel;

determining a mode of content distribution;

when the mode is a first mode performing:

obtaining the digital content and a mask to apply to the digital content to obfuscate selected portions of the digital content when the transmission channel is trusted; and

obtaining content after mask applied data when the transmission channel is not trusted;

when the mode is not a first mode, obtaining content after mask applied data and encrypted masked content; and

sending obtained data to other entities in the hierarchical content distribution system.

33. (Original) The method of claim 32, further comprising sending the obtained data to at least one receiver.